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PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re U.S. Patent Application of:) Group Art Unit: 3622
Leandros KONTOGOURIS) Examiner: A. Duran
Serial Number: 09/742,438) Attorney Docket: KONT3001beu
Filed: December 22, 2000) Confirmation No.: 8890

For: Advertising System And Method Which Provides Advertisers With An Accurate Way Of Measuring Response, And Banner Advertisement Therefor

AMENDMENT AND RESPONSE

Honorable Commissioner For Patents
P.O. Box 1450
Alexandria, VA. 22313-1450

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GROUP 3600

Sir:

This paper is in response to the Official Action dated January 14, 2004.

Amendments to the claims begin on page 2.

Remarks/Arguments begin on page 9.